

IN-STORE

Prada inaugurates new footwear boutique within Saks' 10022-SHOE salon

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Prada Made-To-Order Dcollet shoes

By STAFF REPORTS

Italian fashion house Prada is setting up a new shop at Saks Fifth Avenue's flagship New York location.

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The 700-square-foot space located in the retailer's 10022-SHOE department enables the label to create more of a branded shopping experience within the store, with a corner decked out in interior elements seen in its other global boutiques. Prada has been working to bolster its retail placements in key retail environments, making this new destination within Saks a means to reach a high-end clientele in New York.

Solely Saks'

Kicking off the opening, the new shop was the sole point of sale for the Prada Made-To-Order Dcollet program in North America from April 2-10. Consumers could make the shoes their own, with 19 styles, 90 colors and material choices and seven heel heights.

Further incentivizing American consumers to visit this specific location, a number of exclusive styles will be available.



Prada shoe salon at Saks

In the space, velvet sofas, fixtures covered in green fabric and beige carpet reflect the brand's typical retail design.

The concept was to allow the product to be the star.

Commemorating the new space, Prada took over six windows at the store. These displays bring the spring/summer 2016 collection to life through photo collages positioned in front of multicolored staircases.



Saks window displays designed by Prada

Gucci also unveiled a new shop-in-shop within Saks' 10022-SHOE department, giving its footwear a new home on Fifth Avenue.

Last year, Saks stepped up its 10022-Shoe salon game with the opening of a permanent boutique dedicated to shoemaker Manolo Blahnik.

The shop-in-shop is now one of Manolo Blahnik's largest boutiques in the world as well as the first time the brand has been physically present within a Saks Fifth Avenue storefront. To introduce the boutique, Saks took a multichannel approach that included in-store appearances by the namesake designer, an editorial spread and window displays to share the momentous occasion with consumers ([see story](#)).